

4. (Top3box (5,6,7) Summary) On a scale of 1 to 7, where 7 is the most trustworthy and 1 is the least trustworthy, how much do you trust the following groups of people:

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1021	151	105	74	380	252	59	278	303	440	187	834
Weighted	1021	135	104*	66*	391	249	76*	273	301	447	175	846
Pharmacists	797	99	82	58	301	199	58	195	232	370	139	659
	78%	73%	79%	87%	77%	80%	77%	71%	77%	83%	79%	78%
				A						G		
Doctors	762	102	76	52	282	198	52	187	231	344	128	633
	75%	76%	73%	78%	72%	80%	68%	68%	77%	77%	73%	75%
						D			G	G		
Airline Pilots	748	96	79	46	275	191	60	189	227	331	125	622
	73%	71%	76%	70%	70%	77%	80%	69%	75%	74%	71%	74%
Teachers	662	76	69	48	241	177	51	163	193	307	116	546
	65%	57%	67%	72%	62%	71%	67%	59%	64%	69%	66%	65%
				A		AD				G		
Police Officers	583	62	65	37	228	141	48	133	167	283	96	487
	57%	46%	63%	56%	58%	57%	64%	49%	55%	63%	55%	58%
			A		A		A			GH		
Day Care Workers	568	72	53	48	226	128	42	133	158	277	105	463
	56%	53%	51%	72%	58%	52%	56%	49%	52%	62%	60%	55%
				ABDE						GH		
Canadian Soldiers	759	103	81	51	295	170	60	189	224	347	129	630
	74%	76%	77%	77%	75%	68%	79%	69%	74%	78%	74%	75%
										G		
Accountants	486	64	51	32	185	117	38	114	144	228	85	401
	48%	47%	49%	48%	47%	47%	51%	42%	48%	51%	49%	47%
										G		
Charity Leaders	342	45	31	20	119	99	28	94	92	156	68	274
	34%	33%	30%	30%	31%	40%	36%	34%	31%	35%	39%	32%
						D						
Judges	528	66	62	31	208	123	38	126	149	253	99	429
	52%	49%	60%	46%	53%	49%	50%	46%	49%	57%	56%	51%
										G		
Plumbers	405	43	40	27	153	111	31	101	117	187	71	335
	40%	32%	39%	40%	39%	44%	41%	37%	39%	42%	40%	40%
						A						
Chiropractors	436	66	46	32	165	95	33	100	126	210	69	368
	43%	49%	44%	48%	42%	38%	44%	36%	42%	47%	39%	43%
			E							G		
Financial Advisors	352	53	38	33	139	67	22	93	101	158	64	288
	34%	39%	36%	50%	36%	27%	29%	34%	34%	35%	37%	34%
			E	DEF	E							
Environmental activists	307	34	22	22	114	90	25	89	82	135	55	252
	30%	25%	22%	32%	29%	36%	33%	33%	27%	30%	31%	30%
						AB						

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	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Television and radio personalities	314	36	25	24	104	96	29	94	88	132	50	264
	31%	27%	24%	36%	27%	38%	38%	34%	29%	30%	29%	31%
						ABD						
Church Leaders	339	38	43	26	140	59	33	88	96	155	66	273
	33%	28%	41%	39%	36%	24%	44%	32%	32%	35%	38%	32%
			AE	E	E		AE					
Auto mechanics	239	19	27	19	92	66	17	60	76	103	36	203
	23%	14%	26%	28%	24%	26%	22%	22%	25%	23%	21%	24%
			A	A	A	A						
Journalists	312	38	31	22	100	96	25	84	90	138	45	267
	31%	28%	29%	34%	26%	38%	34%	31%	30%	31%	26%	32%
						D						
Lawyers	253	29	20	18	106	59	20	67	76	110	46	207
	25%	22%	19%	28%	27%	24%	27%	25%	25%	25%	26%	24%
New Home builders	219	23	21	24	83	48	20	70	63	87	34	185
	21%	17%	21%	36%	21%	19%	27%	26%	21%	19%	20%	22%
				ABDE								
Union Leaders	167	25	13	15	73	31	10	37	54	77	37	130
	16%	18%	13%	23%	19%	12%	14%	13%	18%	17%	21%	15%
				E	E							
Chief Executive Officers (CEOs)	194	22	18	11	69	61	13	41	57	96	44	150
	19%	16%	18%	16%	18%	24%	18%	15%	19%	21%	25%	18%
						D					K	
Local Municipal Politicians	172	19	16	19	65	34	19	45	43	83	33	139
	17%	14%	15%	28%	17%	14%	25%	16%	14%	19%	19%	16%
				ABDE								
Car Salespeople	66	8	2	8	31	14	3	18	18	30	12	54
	6%	6%	2%	12%	8%	5%	4%	7%	6%	7%	7%	6%
				B								
National Politicians	101	7	11	11	46	21	5	33	25	43	26	75
	10%	5%	11%	16%	12%	9%	6%	12%	8%	10%	15%	9%
				A	A						K	
Pollsters	274	30	26	15	92	88	22	56	76	141	49	224
	27%	22%	25%	23%	24%	35%	29%	21%	25%	32%	28%	27%
						AD				G		

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K Overlap formulae used. * small base